

Ways of development of magazine periodicals (on example of the republic of Tatarstan press)

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Abstract

This paper deals with the development of the journal area of the Republic of Tatarstan. The main objective is to identify the typological features of Tatar-language magazines: this is typology that is of paramount importance for the media, allowing publishers to focus on specific topics and provide a quality product in a form of a printed publication. The paper also discusses the stages of development of Tatar journalism in accordance with the objectives of the periodical press in each stage, ensuring a deeper understanding of trends in the development of journal publications. The modern concept of magazines together with their almost century-old experience, developed in view of today's trends of media development in Russia. A work aimed at increasing the circulation at the present stage of the development of journalism is important both for the media, which are self-sustainable, and for the state. For this purpose, Tatar-language newspapers and magazines undergo modifications. Tatar magazines are legitimate. They can be included in a number of high-quality publications, because the Tatar journals reflect national traditions, which, in turn, ensure quality of publications. Analyzing the current state of the journal periodicals, the authors made conclusions on the trends and prospects of further development.

Keywords

Magazine, Media development, Periods of Tatar journalism development, Typology of press